

**Town of Annapolis Royal  
Marketing and Economic Development Committee (MEDC)  
Approved Minutes  
January 16, 2014**

**PRESENT:** Chair Paul Paquette, Mayor Michael Tompkins (Ex officio), Councillor Byron Mersereau, Addie MacDonald, CAO Carol St-Amour and Recording Secretary Sandi Millett-Campbell.

**REGRETS:** Bill Monk

1. **CALL TO ORDER:** Chair Paquette called the meeting to order at 6:09 pm.
2. **ADDITIONS TO AGENDA:** none
3. **APPROVAL OF AGENDA:  
MOTION 1**  
It was moved by Mayor Tompkins, seconded by Councillor Mersereau to approve the agenda as presented. **CARRIED.**
4. **APPROVAL OF THE MINUTES – December 10, 2013  
MOTION 2**  
It was moved by Councillor Mersereau, seconded by Mayor Tompkins to approve the minutes of December 10, 2013 as presented. **CARRIED.**
5. **PUBLIC INPUT:** None
6. **PRESENTATIONS:** None
7. **BUSINESS ARISING:**
  - i. **Work Plan & Organizational Flow Chart**  
Addie MacDonald reported that she is still working on the work plan and the organizational flow charts. Addie has been in contact with Sandi Millett-Campbell, Jim Todd, and Troy Woodland on some of the details. Mayor Tompkins had some concerns that the Route 8 signs should be started now. Mayor Tompkins is going to investigate the costing of signage for Route 8 coming into Annapolis Royal.
  - ii. **ARRA**  
The sub-committee is meeting on Wednesday January 22, 2014, with an update and presentation. Councillor Mersereau is ready for the next steps of getting the information on our website and producing a document that can be distributed to potential buyers electronically and in a good print copy.
  - iii. **Volunteer Awards Night**  
Sandi Millett-Campbell updated the Committee on the process of the Volunteer Awards night and handed out the application form. Sandi Millett-Campbell requested the

Committee consider nominating a volunteer and bringing names forward to next month's meeting. Mayor Tompkins asked to see a list of the recent recipients of the award.

**iv. Community Mapping**

Councillor Paquette updated the Committee of the recent meeting that was held with the Community Mapping group. Councillor Paquette says the group is ready for the next steps of bringing the map to the Town's website. Heather LeBlanc will contact CAO St-Amour to meet with Ed Symons to see what needs to be done to get this map on the Town's website. Mayor Tompkins also requested that Councillor Paquette see if the students can create an app to use for the Annapolis Royal Community map. The next meeting is scheduled to be held Thursday January 23<sup>rd</sup> at Town Hall.

**8. SUB-COMMITTEE REPORTS**

- i. Destination Marketing re: (lead: Addie MacDonald)
- ii. Economic Development re: (lead: Michael Tompkins)
- iii. Business Retention/Expansion & Community Development (lead:tbd)

No additional reports at this time.

**9. NEW BUSINESS**

**i. 2014/2015 Budget Process**

CAO St-Amour reported that Council is considering approval of a new Donations/Grants Policy. Once the policy is approved, the Community Groups will be coming to the Committee with their presentations and requests for the upcoming budget.

**10. MARKETING COORDINATOR UPDATE:**

Sandi Millett-Campbell gave a brief update of the events for the remainder of the month and the upcoming events planned for Heritage Weekend, February 14-17, 2014.

**11. CORRESPONDENCE FOR INFORMATION: none**

**12. ADJOURNMENT:**

**MOTION 3**

It was moved by Mayor Tompkins, seconded by Addie MacDonald to adjourn the meeting at 8:00 pm. **CARRIED.**

**Next meeting: February 11, 2014**

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Chair Paul Paquette

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Recording Secretary Millett-Campbell